TEXT za website DRAFT

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“prozor” ideas and consulting : Udarne recenice koje stoje po par sekundi I menjaju se kao slide show ili imaju kursore levo (previous) I desno (next)

**Internacionalizacija poslovanja**

**Moderno i efikasno poslovanje uslov za izlaz na medjunarodna trzista**

**Istrazivanje trzista, analiza kupaca, promocija vaseg biznisa**

**Usluge medjunarodnim kompanijama**

**Serbia, heart of Europe, excellent hub for EU brands suppliers**

**Sourcing potential suppliers in textile industry in Serbia**

**Survey, analysis, research and recommendation various service providers from Serbia ( CM, CMT, EOM, “full package” services)**

About us U tom delu idu tri “prozora” (Who we are, What we do, How we do)

Who we are!?

We are family business consulting company, established in middle off 2016. Based on 25 year of my professional experience in area of economic development, supporting companies to be more competitive at the existing market as well as help them out reaching the new market (regional, international), I have decided to establish family business in order to offer specific package of assistance including the application and technical assistance working with young, enthusiastic, modern technology skilled, second family generation experts in key areas needed for any company in order to become a key player at the market.

What we do!?

We support companies to internationalize their business in two main directions.

One direction is related with support domestic companies to modernize their business organizational design in order to reach the new international market, increase their efficiency and working successfully at international market including their adequate promotion and visibility at high level.

Second direction is related with providing services for international companies (world brands) in area of survey, analyses, research and sourcing new potential suppliers from Southwest Serbia textile industry. Assistance and recommendation, match making, for different type of service providers (CM, CMT, EOM, “full package” cooperation)

How we do!?

**General approach**

HCG approaches every client's business as if it were our own. As general, initial step the basic diagnostic tool is GAP analysis, document which describes your company through the main three parts:

* Current state of company (where you are)
* Target state of company (what you want to achieve)
* Recommendations (What kind of action you need to do in order to achieve the goals)

HCG help clients assess and identify how to improve their organizational performance. It helps companies determine where their organization is strong, where it is weak and, most critically, which outcomes matter most for generating superior business performance.

**Specific approach**

Every segment of our assistance after diagnostic is redesign & application. Our management consulting services focus on our clients' most critical issues and opportunities: organizational design, graphic & **Irfan** design (branding, visual identity, marketing and promotions,) business cooperation design (trade missions and trade fairs preparation and design, market presence, B2B, B2C ).

Section “services” ima 4 prozora

Prvi prozor: Organizational Design

In global market economy, business companies, like any other system, has very active interaction with other systems (market, competition), with main goal to satisfy customer’s needs. Every company trying to achieve what they set to do but based on various researches only 20% achieve that. The reason of such a low percentage of success lies in fact that the business owners when looking after market opportunities they are more focused at external challenges, trying to respond better than competition. At the long run there are very small numbers of companies able to do it. This is very expensive job and requires lots of energy and resources. Those who are thinking about internal strengths on firs site, will do some adjustments internally, ensuring the entire organization system is aligned and set up to deliver on the company's objectives. It is less cost and with proper and well-designed organization company became more sustainable and able to compete successfully on the market for a long run.

Operating in global market economy, business companies actively interact with other systems. Every company aspires to satisfy customer’s needs and desires. Based on researches only 20 % reaches that, due to company’s focus on external rather than on internal challenges and few companies make an achievement. This job requires vitality, energy and plenty of resources. Internal strengths of the company further the attainment of the company’s objective. A proper and well-designed company costs less and its sustainability is guaranteed in the long run.

Drugi prozor: graphic & **arch** design (branding, visual identity, marketing and promotions,) (Azemina Riki Irfan)

Treci prozor: Business Cooperation Design

Company shouldn’t go to take on first sight most beneficial opportunity; mostly the best opportunity is in relation with company’s strengths. Proper communication with potential market is crucial, therefore emphasizing the key company’s characteristics well designed in advance, will definitely improve the chances for success. Any type of actions that company prefer to do, trade mission, fair exhibition, B2B and/or B2C meetings, will lead toward business success.

The company’s most beneficial opportunities lie on the heartland of the company’s strength. Appropriate and interactive communication and the market’s potential is remarkably crucial. Highlighting the most significant and key characteristics of the company and its well-designed elements, undoubtedly will lead to improvement and the high opportunities for success. Any preference of the company that wants to take into action such as trade mission, fair exhibition, B2B and/or B2C meetings, most likely will lead towards a more successful business path.

Cetvrti prozor: Source Suppliers for EU Brands in Textile Industry, survey,

Serbia have become important center for apparel manufacturing by European companies, due to ability to cope with short delivery times, the need to guarantee a qualified labor force, presence of a modern technology, along with the presence of a developed infrastructure and relatively high standards for corporate social responsibility (CSR). Flexibility, speed and specialized knowledge and services are competitive advantages for Serbian’s textile producers especially in Southwest region and there is a positive trend where EU brands using the services from domestic companies. This kind of cooperation is growing rapidly. International standards and official standards for social security and the rights of workers are usually high in most of the companies.

Short delivery easiness, qualified labor force, modern technology, infrastructure growth and relatively high standards for corporate social responsibility (CRS) made Serbia a noteworthy center in apparel manufacturing in the eyes of European companies. Flexibility, speed, specialized knowledge and services are competitive advantages that Serbia owns, particularly in Southwest region. The cooperation with positive EU brand trends is growing rapidly. Efficiency in companies’ security for international and office standards and the right of workers are hugely respected.